



COMPANY

As the world's largest mobile recharge provider, Ding makes it easy for people to send credits ("top-ups") to their friends' and family members' prepaid phones. Ding users have successfully sent over 300 million top-ups globally via the app, online at Ding.com and in-store at over 600,000 retail outlets. Today, Ding recharges close to 100,000 prepaid cellphones daily — partnering with more than 500 mobile operators across the globe.

INDUSTRY

Telecommunications

PRODUCTS

Push Notifications, Journeys, Performance Analytics

Ding **Drives Top-Ups** Through Easy-To-Build Campaigns Using Airship Journeys

Prepaid mobile phones now account for 76% of the world's five billion phones. Many of them run out of minutes — and, consequently, out of service — at some point. Enter Ding. The Ding app makes it easy for users to recharge their minutes and securely send top-ups to anyone in their contacts. When Ding was looking for a more sophisticated solution to drive users from their first transaction to the next, the company piloted Airship Journeys. Airship's powerful solution enabled the team to automate campaigns based on specific conversion goals, and optimize each step in the user journey to achieve them. "Airship Journeys allows us to make quick decisions and adapt critical journeys on the fly — from driving feature adoption and app store ratings to increasing transaction frequency at key moments in the lifecycle — all while taking full advantage of our own predictive models and historical data," said Sam Kirwan, App Marketing Specialist.

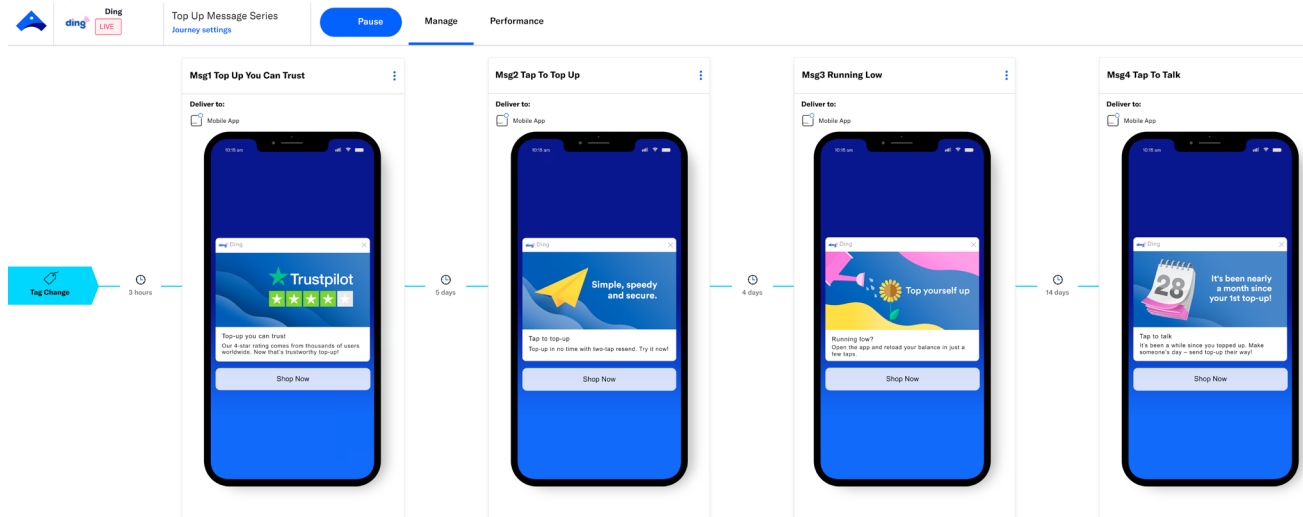


CHALLENGE

As Ding's mobile app base continued to grow, the company wanted to make the move from one-off notifications to multi-touch campaigns that drive meaningful engagement across different phases of a user's journey.

SOLUTION

- Airship Journeys enables Ding to quickly create and modify campaigns triggered by specific lifecycle events, such as the first time a user opens the app or completes a transaction.
- The powerful customer journey solution seamlessly integrates data from multiple sources — including Ding's own predictive models and historical data — to optimize targeting.
- Provides a streamlined view of campaign performance for both individual messages and the series as a whole, empowering the team to make and immediately act on strategic decisions to drive growth and engagement.



RESULTS



Improved
customer retention



Increased gross profits
by maximizing customer
lifetime value



Provide greater insight
into optimal send times and
other conversion drivers

DING SUCCESS STORY

QUICKLY BUILD CAMPAIGNS TO DRIVE CONVERSIONS

Airship Journeys gives Ding an alternative to one-off communications, enabling its digital marketing team to easily set up and manage automated campaigns that increase transaction frequency, build stronger relationships with customers and retain them for the long run. Campaigns are targeted to specific audiences or triggered by customer lifecycle events, such as purchasing minutes or abandoning a transaction. Airship does the heavy lifting, delivering scheduled messages throughout key moments in the user's journey — starting the moment they open the Ding app.

SEAMLESSLY CONNECT DATA FROM MULTIPLE SOURCES

"A stream of communications is only as good as the data you base it on," said Kirwan. Ding chose Airship for its ability to seamlessly integrate rich customer data — including Ding's predictive churn and propensity to purchase models — for better targeting and more effective campaigns. RFM (Recency, Frequency, Monetary Value) flags are passed to Airship in the form of tags, so Ding can market to both its most profitable and less active users with timely offers and promotions delivered at scheduled intervals.

GET A SINGLE VIEW OF PERFORMANCE

Airship's reporting gives Ding a competitive edge. With a single view of campaign performance, Ding can quickly track conversions on an individual message, as well as at the holistic level. Airship's integrated Performance Analytics also enables the team to drill down into important metrics by user or segment. And through A/B testing, Ding can get insights into optimal send times and intervals based on the results. "It's so easy to see general trends and dig in deeper to specific events when we need to," said Kirwan.

"Airship Journeys allows us to make quick decisions and **adapt critical journeys on the fly — from driving feature adoption and app store ratings to increasing transaction frequency at key moments in the lifecycle — all while taking full advantage of our own predictive models and historical data."**

Sam Kirwan
App Marketing Specialist

CONTACT US: Learn how we've partnered with leading companies across the globe.

